

executable instructions stored in said computer memory of said web site server computer,

said executable instructions including

- (a) instructions to access an existing visitor file for a visitor;
- (b) instructions to review data in existing visitor file to determine visitor preferences; and
- (c) instructions, based on said visitor preferences, to provide pre-customized files to visitor.

17. (Amended) Computer executable software code stored on a computer readable medium on a web site server computer, the code for personalizing a web site, the code comprising:

code for labeling the content of a web site with selected categories;  
code for generating a data file for a visitor;  
code for accumulating information regarding labeled content, to place such information in the visitor data file;  
code for determining the selected category associated with the visitor's interest, wherein such determination is based on the accumulated information in the visitor data file;  
and  
code for presenting cached pre-selected web content to the visitor, wherein such pre-selected web content is associated with the selected category.

#### REMARKS

Applicants respectfully request reconsideration of the current Application. Applicants are amending the title to reflect more closely the claimed subject matter. Applicants are canceling claim 8 and amending claims 1, 11, and 17. Applicants submit that the amendments do not add new matter to the current Application.

Applicants respectfully submits that claims 1-7 and 9-20 are novel and nonobvious over U.S. 5,727,129 (Barrett). Before turning to the language within the claims, some of the technology within Barrett and the current Application is addressed to aid in understanding the motivations behind Barrett's disclosure and improvements taught by the current Application.